

INITIAL POINTE THE BEGINNING





Vision

Initial Pointe is a 21st Century community that is family-oriented and acts as a connector to the downtown and greater Treasure Valley region. It is sustainable in all senses, celebrates life and heritage and will create a legacy project for the future of downtown Meridian.

Where We've Been

- Strategic Planning Program
 - City and MDC Evaluation
 - Public Outreach
 - Community Values Evaluation
 - SWOT Analysis

Strengths (Internal)

- Access – close to City Hall, railroad, downtown core, community, and region
- Proposed development will enhance existing and desired downtown uses
- Large, relatively undeveloped site presents clean slate
- Wireless broadband, other infrastructure and proximities to services enhances business incubation

Weaknesses (Internal)

- Undeveloped access and poor infrastructure
- “Through” traffic versus “to” traffic, lack of public transit, lack of cohesive non-motorized connections
- Proximity to railroad and other potentially incompatible light industrial uses
- Lack of downtown identity
- Potential brownfield site
- Cost of relocating existing tenant businesses and resulting job losses

Opportunities (External)

- Tipping point for downtown redevelopment
- Develop centralized transportation hub for downtown and regional destination
- Focal point for entrepreneurial activities as well as culture, art, heritage and learning
- 21st Century prototype development

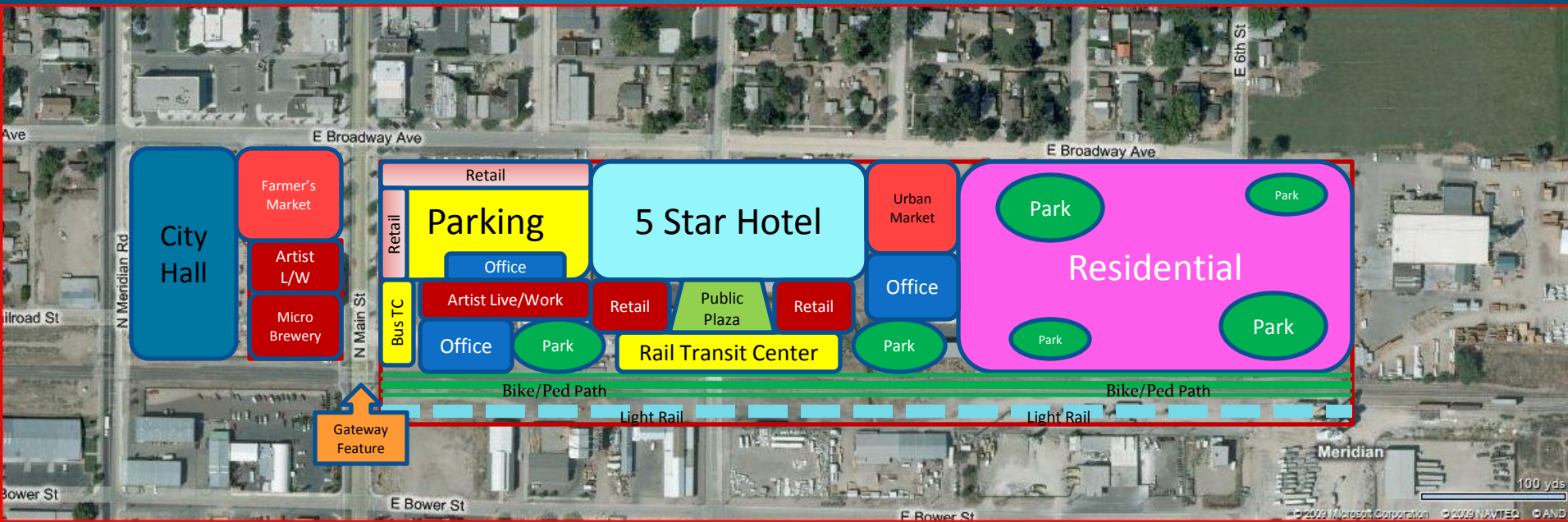
Threats (External)

- Difficulties and delays with property acquisition from railroad owner
- City and other regulatory agency approvals, layering and timing of approvals
- Financing issues and return on investment
- Uncertain community support
- Business associations weak or disorganized
- Market demand for urban housing in downtown core and acceptance of higher densities and height

Existing Site



Proposed Initial Pointe



Implementation Strategy

1. Town Hall Meetings
 - a. Showcasing Site Plan
 - b. Making Refinements and Adjustments
2. Approval of Master Plan by City Council
3. Congressional Action Process for Property Acquisition.
Enter into Long Term Lease.
 - a. Partnership with City
4. Financing Packages Developed
5. Start Final Design and Construction

INITIAL POINTE TRANSFORMING MERIDIAN'S DOWNTOWN

